

What is claimed is:

1. An information reproducing apparatus comprising:

a storing means for storing a sequentially supplied series of broadcast information including commercial broadcast information linked with a supplied sequence;

5 a commercial detecting means for detecting the commercial broadcast information from said broadcast 10 information based on predetermined identification information contained in said broadcast information;

a reproducing means for reproducing broadcast information stored in said storing means; and

15 a controlling means for sequentially reading said detected commercial broadcast information from said storing means and making said reproducing means reproduce the same and, when said detected commercial broadcast information is all reproduced, sequentially reading another series of broadcast information other than the 20 related commercial broadcast information from said storing means and making said reproducing means reproduce it in accordance with said supplied sequence.

2. An information reproducing apparatus as set forth in claim 1, wherein said controlling means generates a viewing confirmation message at least one

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time, makes said reproducing means reproduce it, and suspends a read operation of the broadcast information from said storing means at the time of reproduction of said commercial broadcast information and restarts the
5 read operation of said broadcast information when a response signal with respect to the related viewing confirmation message is detected.

3. An information reproducing apparatus as set forth in claim 1, wherein said controlling means
10 sequentially reads said detected commercial broadcast information from said storing means in accordance with a sequence by which said commercial broadcast information was supplied.

4. An information reproducing apparatus as set forth in claim 1, wherein said controlling means sequentially reads commercial broadcast information specified by an address of a head part stored in said storing means and a data length designated in said identification information from said storing means.

20 5. An information reproducing apparatus as set forth in claim 1, wherein said commercial detecting means detects said commercial broadcast information based on electronic watermark information included in image data of said broadcast information.

25 6. An information reproducing apparatus as set

forth in claim 1, wherein said commercial detecting means
detects scene changes where a reproduced image of said
broadcast information changes discontinuously and detects
said commercial broadcast information based on a time
5 interval at which said detected scene changes occur in
said reproduced image.

7. An information reproducing apparatus as set
forth in claim 1, wherein said commercial detecting means
detects said commercial broadcast information based on
10 fluctuations in the reproduced sound level of said
broadcast information.

8. An information reproducing apparatus
comprising:

a storing means for storing a sequentially
15 supplied series of broadcast information including
commercial broadcast information linked with a supplied
sequence;

a commercial detecting means for detecting the
commercial broadcast information from said broadcast
20 information based on predetermined identification
information contained in said broadcast information;

a reproducing means for reproducing the
broadcast information stored in said storing means;

an inputting means for inputting a commercial
25 designation signal for designating the commercial

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broadcast information to be reproduced at said
reproducing means; and

a controlling means for sequentially reading
said series of broadcast information from said storing
means and making said reproducing means reproduce the
same in accordance with said supplied sequence,
generating image information corresponding to said
detected commercial broadcast information and combining
the same with the reproduced image of said series of
broadcast information, and making said reproducing means
reproduce it, and, when said commercial designation
signal is input, reading the commercial broadcast
information designated by the related commercial
designation signal from said storing means and making
said reproducing means reproduce it, and, in the
following reproduction of said series of broadcast
information, reproducing the broadcast information while
not reproducing, but skipping over the commercial
broadcast information which has been already reproduced.

9. An information reproducing apparatus as set
forth in claim 8, wherein said controlling means suspends
reproduction of said series of broadcast information and
makes said reproducing means reproduce designated
commercial broadcast information when said commercial
designation signal is input.

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10. An information reproducing apparatus as set forth in claim 8, wherein said controlling means combines a still image of a reproduced image of said detected commercial broadcast information and a reproduced image 5 of said series of broadcast information and makes said reproducing means reproduce the same.

11. An information reproducing apparatus as set forth in claim 10, wherein said controlling means erases the still image of said commercial broadcast information 10 from a display area of said reproducing means in the subsequent reproduction of the series of broadcast information when commercial broadcast information has been reproduced in accordance with said commercial designation signal.

15 12. An information reproducing apparatus as set forth in claim 10, wherein said controlling means changes the still image of said commercial broadcast information to a predetermined image showing the commercial broadcast information finished being reproduced in the subsequent 20 reproduction of the series of broadcast information when commercial broadcast information has been reproduced in accordance with said commercial designation signal.

25 13. An information reproducing apparatus as set forth in claim 8, wherein said controlling means sequentially reads commercial broadcast information

specified by an address of a head part stored in said storing means and a data length designated in said identification information from said storing means.

14. An information reproducing apparatus as set forth in claim 8, wherein said commercial detecting means detects said commercial broadcast information based on electronic watermark information included in image data of said broadcast information.

15. An information reproducing apparatus as set forth in claim 8, wherein said commercial detecting means detects scene changes where a reproduced image of said broadcast information changes discontinuously and detects said commercial broadcast information based on a time interval at which said detected scene changes occur in said reproduced image.

16. An information reproducing apparatus as set forth in claim 8, wherein said commercial detecting means detects said commercial broadcast information based on fluctuations in the reproduced sound level of said broadcast information.

17. An information reproduction method including:
a storage step for storing a sequentially supplied series of broadcast information linked with a supplied sequence,

25 a commercial detection step for detecting

commercial broadcast information from said broadcast information based on predetermined identification information contained in said broadcast information, and

a reproduction step for extracting and

- 5 reproducing said detected commercial broadcast information from the broadcast information stored at said storage step and, when said detected commercial broadcast information is all reproduced, sequentially extracting and reproducing another series of broadcast information
- 10 other than the related commercial broadcast information from the broadcast information stored at said storage step in accordance with said supplied sequence.

18. An information reproduction method as set forth in claim 17, wherein said reproduction step is for

- 15 generating and reproducing a viewing confirmation message at least one time and suspending the reproduction of said broadcast information at the time of reproduction of said commercial broadcast information and restarting the reproduction of said broadcast information when a
- 20 response signal with respect to the related viewing confirmation message is detected.

19. An information reproduction method as set forth in claim 17, wherein said reproduction step is for reproducing said detected commercial broadcast

- 25 information in accordance with a sequence by which said

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commercial broadcast information was supplied.

20. An information reproduction method as set forth
in claim 17, wherein said commercial detection step is
for detecting said commercial broadcast information based
5 on electronic watermark information included in image
data of said broadcast information.

21. An information reproducing method as set forth
in claim 17, wherein said commercial detection step is
for detecting scene changes where a reproduced image of
10 said broadcast information changes discontinuously and
detecting said commercial broadcast information based on
a time interval at which said detected scene changes
occur in said reproduced image.

22. An information reproducing method as set forth
15 in claim 17, wherein said commercial detection step is
for detecting said commercial broadcast information based
on fluctuations in the reproduced sound level of said
broadcast information.

23. An information reproduction method including:
20 a storage step for storing a sequentially
supplied series of broadcast information linked with a
supplied sequence,
a commercial detection step for detecting
commercial broadcast information from said broadcast
25 information based on predetermined identification

information contained in said broadcast information, and

a reproduction step for sequentially extracting
and reproducing said series of broadcast information from
among the broadcast information stored at said storage

- 5 step in accordance with said supplied sequence and, at
the same time, generating image information corresponding
to said detected commercial broadcast information and
combining the same with the reproduced image of said
series of broadcast information, and, when said
10 commercial designation signal is input, extracting and
reproducing the commercial broadcast information
designated by the commercial designation signal from the
broadcast information stored at said storage step and, in
the following reproduction of said series of broadcast
15 information, reproducing the broadcast information while
not reproducing, but skipping the already reproduced
commercial broadcast information.

24. An information reproduction method as set forth
in claim 23, wherein said reproduction step is for
20 suspending reproduction of said series of broadcast
information and reproducing designated commercial
broadcast information when said commercial designation
signal is input.

25. An information reproduction method as set forth
in claim 23, wherein said reproduction step is for

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combining a still image of a reproduced image of said detected commercial broadcast information and a reproduced image of said series of broadcast information.

26. An information reproduction method as set forth
5 in claim 25, wherein said reproduction step is for
erasing the still image of said commercial broadcast
information from a display area of a reproduced image in
the subsequent reproduction of the series of broadcast
information when commercial broadcast information has
10 been reproduced in accordance with said commercial
designation signal.

27. An information reproduction method as set forth
in claim 25, wherein said reproduction step is for
changing the still image of said commercial broadcast
information to a predetermined image showing the
15 commercial broadcast information finished being
reproduced in the subsequent reproduction of the series
of broadcast information when commercial broadcast
information has been reproduced in accordance with said
information has been reproduced in accordance with said
20 commercial designation signal.

28. An information reproduction method as set forth
in claim 23, wherein said commercial detection step is
for detecting said commercial broadcast information based
on electronic watermark information included in image
25 data of said broadcast information.

29. An information reproducing method as set forth
in claim 23, wherein said commercial detection step is
for detecting scene changes where a reproduced image of
said broadcast information changes discontinuously and
5 detecting said commercial broadcast information based on
a time interval at which said detected scene changes
occur in said reproduced image.

30. An information reproducing method as set forth
in claim 23, wherein said commercial detection step is
10 for detecting said commercial broadcast information based
on fluctuations in the reproduced sound level of said
broadcast information.

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